

# **IBM Data Science Professional Certificate – Applied Capstone Project**

## **Depicting Country-wise population distribution over trending places in London**

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### **1. Introduction**

#### **1.1 Background**

London, the capital of England and the biggest city in the entire United Kingdom is probably one of the most famous cities in the world. Also known as “The Swinging City” and “Home of The Big Ben”, it surely is a collection of magnificent places. From ‘Buckingham Palace’ and ‘The Big Ben’ to ‘Westminster Abbey’ and ‘The London Eye’, the city is a galore of attraction points.

That being said, there are always new spots in a city that keep popping up from time to time and get tagged as ‘**Trending in the city**’. People from all corner of the city tend to check them out and get to explore the various aspects of these venues. The city being host to a diverse collection of people from different nationalities, enables people from all around the globe to experience the areas.

It would be interesting to see how country-wise trend in people going to a particular trending place has changed over a particular span of time. This data if made available to the trending places in a visual manner, might allow the respective venues to improve on their qualities by seeing the trend for different countries. This can lead to higher revenues and might allow the businesses to flourish.

#### **1.2 Problem**

The count of the people in the city segregated country-wise and coupled with the likes for a trending place can give a fairly good idea (by assumption of a scale) about the distribution of the population over those venues. Hence this project aims to depict the country-wise distribution of the population over a trending area and visualize the change (in trend of people from different nationalities visiting) over a period of time, which when used would ensure that opportunities for improvement or new ideas come up for those places.

#### **1.3 Interest**

The visualized data, when made public, would be useful to the trending places them as they can analyze the factors behind their success. It would also be helpful for currently under-performing areas to get delve deeper and find out as to what elements impact a nationality’s preference of a place.